

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 STR-04

AGR-10 /065 W

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P R 171719Z JAN 75

FM AMEMBASSY LONDON

TO SECSTATE WASHDC PRIORITY 7368

INFO USDOC WASHDC

UNCLAS SECTION 01 OF 05 LONDON 00798

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: COUNTRY COMMERCIAL PROGRAM FOR U.K.: FY L976

REF: CA-9016

1. AS REQUESTED IN REFERENCE, FY 1976 CCP IS AS FOLLOWS
(PLEASE NOTE THESE ARE NOT IN PRIORITY ORDER):

CAMPAIGN NO.1, OFFSHORE OIL & GAS EXPLORATION, DRILLING.
PRODUCTION, COMMUNICATIONS AND RELATED EQUIPMENT

PROJECT OBJECTIVES

1. 20 TRADE OPPORTUNITIES (T.O.'S)
2. 12 JOINT VENTURES (JV) OR LICENSING AGREEMENTS (LO'S)
3. 2 BETWEEN SHOW PRODUCTIONS (BSP'S) AT LONDON TRADE CENTER;
4. STIMULATE U.K. BUYERS GROUPS TO TULSA OFFSHORE SHOW (MAY)
5. ENSURE THAT UKG IS NON-DISCRIMINATORY TOWARDS U.S. SUPPLIERS
6. PARTICIPATE IN OFFSHORE SHOW IN ABERDEEN (SEPT.) AND STAGE LTC SHOW IN JUNE.

ACTIONS

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BY SEPTEMBER 30

1. 30 BLUE RIBBON CALLS IN SUPPORT OF ABERDEEN EXHIBIT
2. ORGANIZE AND PARTICIPATE IN ALL PRESS CONFERENCES IN CONNECTION WITH ABERDEEN SHOW
3. COMPLETE MAILOUT LIST TO SELECTED POTENTIAL END USERS
4. IDENTIFY 5 T.O..S
5. LOCATE 3 LO'S AND JV'S
6. IDENTIFY AND ESTABLISH CONNECTIONS WITH LEADING U.S. SUPPLIERS OF AMERICAN EQUIPMENT.
7. BEGIN CONTACT WITH TRAVEL INDUSTRY IN CONNECTION WITH TULSA OFFSHORE BY DECEMBER 31
8. IDENTIFY 5 TOS
9. LOCATE 3 LOS AND JVS
10. DEVELOP 1 BSP AT TC
11. MAILOUT MATERIALS FOR TULSA OFFSHORE SHOW, MARCH 1976 BY MARCH 31
12. IDENTIFY 5 TOS
13. LOCATE 3 LOS AND JVS
14. DEVELOP 1 BSP AT TC
15. RECEPTION FOR POTENTIAL ACTUAL SUPPLIERS OF U.S. EQUIPMENT, AND ATTENDEES AT FOREIGN BUYERS PROGRAM AT INTERNATIONAL PETROLEUM EXPOSITION, TULSA, OKLAHOMA, MAY 16-22, 1976 BY JUNE 30
16. IDENTIFY 5 TOS
17. LOCATE 3 LOS AND JVS
18. ATTENDANCE AT OFFSHORE OIL CONFERENCES IN LONDON (TO BE DESIGNATED) FOR PURPOSE OF DEVELOPING ADDITIONAL CONTACTS, TOS, JVS AND LOS
19. ATTEND INTERNATIONAL PIPELINE ENGINEERING EXHIBITION AND CONVENTION (APRIL 27-30) TO SOLICIT ADDITIONAL TOS, LOS, JVS AND BSPS.
20. STAGE LTC SHOW IN JUNE - PETROLEUM, DRILLING AND PRODUCTION EQUIPMENT

CAMPAIGN NO.2, GENERAL (LIGHT) AVIATION
PROJECT OBJECTIVES

1. 25 TOS
2. PROMOTE AWARENESS OF ADVANTAGES OF BUSINESS AIR-UNCLASSIFIED

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CRAFT AMONG 4000 U.K. BUSINESSMEN

3. MOUNT AND STAGE 3 BSPS AT LTC
4. MOUNT AND STATE GENERAL AVIATION SHOW AT LTC (MARCH).
5. SPONSOR LIGHT AVIATION INDUSTRY AWARENESS PRESENTATION, LTC. (NOVEMBER)
BY SEPTEMBER 30
6. SUBMIT 7 TOS

7. MOUNT MARKETING CAMPAIGN FOR NOVEMBER LIGHT AVIATION AWARENESS PRESENTATION AT LTC
8. RECRUIT ONE BSP
9. ISSUE OF "FOCUS ON...." DEVOTED TO AMERICAN LIGHT

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AVIATION

BY DECEMBER 31

10. STAGE 3 DAY LIGHT AVIATION AWARENESS PRESENTATION
AND BSP AT LTC.

11. SUBMIT 5 TOS

BY MARCH 31

12. MOUNT GENERAL AVIATION SHOW AT LTC

13. SUBMIT 6 TOS

14. RECRUIT ONE BSP

BY JUNE 30

15. SUBMIT 7 TOS

16. RECRUIT 1 BSP

NEW REQUIREMENT ON USDOC

CAMPAIGN NO.3, CONSUMER GOODS

PROJECT OBJECTIVES

1. CARRY OUT ONE MAJOR IN-STORE-PROMOTION AND ONE USTC
SHOW

2. SUBMIT 160 TOS
3. RECRUIT 10 INDIVIDUAL OR GROUP BSPS
4. 15 UK BUYERS EACH TO NATIONAL HARDWARE SHOW, MARINE TRADES EXHIBIT AND NATIONAL SPORTING GOODS ASSOCIATION SHOW
5. PREPARE INDUSTRY OUTLOOK REPORT ON PHOTOGRAPHIC

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EQUIPMENT AND SUPPLIES (CERP 0575)

6. SUBMIT 20 LOS

ACTIONS

BY SEPTEMBER 30

1. ORGANIZE TWO BSPS AT USTC
2. CONTACT 100 UK FIRMS IN CONNECTION WITH 2ND QUARTER USTC SHOW
3. SUBMIT 40 TOS
4. SUBMIT 5 LOS
5. SUBMIT CERP 0575
6. PROMOTE GROUP AND INDIVIDUAL TRAVEL TO AUGUST NATIONAL HARDWARE SHOW, CHICAGO AND INTERNATIONAL MARINE TRADES EXHIBIT AND CONFERENCE, CHICAGO: CONTACT TRAVEL INDUSTRY AND MULTIPLIERS IN CONNECTION WITH FEBRUARY NATIONAL SPORTING GOODS SHOW

BY DECEMBER 31

7. MOUNT DIY AND LEISURE USTC SHOW IN LONDON WITH 25-30 EXHIBITORS.

8. ORGANIZE 2 BSPS AT USTC

9. SUBMIT 40 TOS

10. SUBMIT 5 LOS

11. STIMULATE FOREIGN BUYER TRAVEL TO U.S. BY ARRANGING PUBLICITY EXPLOITATION OF SPORTING GOODS SHOW THROUGH USIS AND TRAVEL AGENCIES

12. FOLLOW UP ON AGENTS DEVELOPED IN USTC SHOW AND RECRUIT 4 BSPS

13. STAGE IN-STORE PROMOTION AT SELFRIDGES

14. SUBMIT 40 TOS

15. SUBMIT 5 LOS

BY JUNE 30

16. SUBMIT 5 LOS

17. SUBMIT 40 TOS

18. RECRUIT 3 BSPS

19. NEGOTIATE AND SIGN UP ON IN-STORE-PROMOTION PROSPECT FOR FY L977

20. PREPARE EXPLOITATION PLAN FOR U.S. TRADE SHOWS TO

BE PICKED FOR PROMOTION IN FY L977

NEW REQUIREMENT ON USDOC

CAMPAIGN NO.4, ANALYTICAL AND LABORATORY INSTRUMENTATION

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TION

PROJECT OBJECTIVES

1. SUBMIT 30 TOS
2. ONE LARGE MULTI-COMPANY (10 PLUS) BSP AND 3 SMALLER ONES
3. PREPARE INDUSTRY OUTLOOK REPORT ON SCIENTIFIC, INDUSTRIAL, ETC. INSTRUMENTS (CERP 0565)

ACTIONS

BY SEPTEMBER 31

1. CONTACT ALL UK AGENTS WHO TOOK ON NEW LINES AT NOVEMBER 1974 LTC SHOW AND OFFER THEM EMBASSY AND LTC SERVICES

2. RECRUIT 1 BSP

3. DEVELOP 8 TOS

4. BEGIN SOLICITATION FOR 3RD QUARTER MAJOR BSP

5. SUBMIT CERP 0565

BY DECEMBER 31

6. RECRUIT AND HAVE BATTLE PLAN IN OPERATION FOR MAJOR BSP

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7. DEVELOP 8 TOS
BY MARCH 31
8. STAGE MAJOR BSP
9. DEVELOP 7 TOS
BY JUNE 30
10. DEVELOP 7 TOS
11. RECRUIT 2 BSPS
CAMPAIGN NO. 5, ELECTRONIC COMPONENTS
PROJECT OBJECTIVES
L. 20 TOS CONCLUDED.
2. 10 JVS AND/OR LOS LOCATED.
3. INCREASED U.K. ATTENDANCE AT PROJECTED FOREIGN
BUYERS SHOW.
4. 4 BSPS.

ACTIONS
BY SEPTEMBER 30
1. DEVELOP 5 TOS.
2. DEVELOP 3 JVS AND/OR LOS.
3. SOLICIT 1 BSP.
BY DECEMBER 31
4. ATTEND COMPUTER PERIPHERAL AND SMALL COMPUTER
SYSTEMS EXHIBITION AND CONFERENCE, LONDON (NOVEMBER
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25-27) TO SOLICIT ADDITIONAL LOS AND DEVELOP MARKET
INFORMATION.
5. DEVELOP 5 TOS.
6. DEVELOP 3 JVS AND/OR LOS.
7. SOLICIT 1 BSP.
8. ATTEND INTER/NEPCON BRIGHTON, OCTOBER 14-16 TO
SOLICIT ADDITIONAL LOS AND DEVELOP MARKET INFOR-
MATION.
9. MOUNT PROMOTION FOR IEEE (FOREIGN BUYERS PROGRAM)
ELECTRICAL AND ELECTRONICS SHOW - ELECTRO '76 IN
BOSTON, MAY 1976. SOLICITATION AND PROMOTION OF
LEADING POTENTIAL BUYERS/AGENTS IN U.K. TO ENSURE
MAXIMUM ATTENDANCE.
BY MARCH 31, 1976
10. DEVELOP 5 LOS.
11. DEVELOP 3 JVS AND/OR LOS.
12. SOLICIT 1 BSP.
BY JUNE 30, 1976
13. ATTEND INTERNATIONAL INSTRUMENTS, ELECTRONICS AND
AUTOMATION EXHIBIT AT BIRMINGHAM, MAY 3-7, 1976 TO
SOLICIT FURTHER TOS AND DEVELOP MARKET INFORMATION.

14. DEVELOP 5 LOS.
15. DEVELOP 3 JVS AND/OR LOS.
16. SOLICIT L BSP.

CAMPAIGN NO. 6 SPECIALIZED FOOD PACKAGING & BOTTLING

MACHINERY

PROJECT OBJECTIVES

1. 30 TOS SUBMITTED.
2. 4 BSPS.
3. 2 LOS.
4. MOUNT MAJOR USTC SHOW (SEPTEMBER).
5. PROMOTE FOOD PROCESSOR'S SHOW IN SAN FRANCISCO.

ACTIONS

BY SEPTEMBER 30

1. MOUNT TC SHOW FROM SEPTEMBER 8-12
2. SUBMIT 8 TOS.
3. SOLICIT 1 BSP
4. ATTEND FOODPACK INT. EXHIBITION AT EARLS COURT TO SOLICIT FURTHER TOS (8).

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5. PROMOTE TC SHOW THROUGH BLUE RIBBON CALLS.

BY DECEMBER 31

6. SUBMIT 8 TOS.
7. SOLICIT 1 BSP.
8. SOLICIT 2 JVS OR LOS.

BY MARCH 31

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9. ATTEND INT. BREWING, BOTTLING AND ALLIED TRADES EXHIBITION AT EARLS COURT TO SOLICIT FURTHER TOS.

10. SOLICIT 1 BSP.

11. SUBMIT 7 TOS.

BY JUNE 30

12. PROMOTE NATIONAL EXPOSITION OF FOOD PROCESSORS, SAN FRANCISCO, JANUARY 18-24, 1976.

13. SOLICIT 1 BSP.

14. SUBMIT 7 TOS

15. ARRANGE MEETINGS WITH BRITISH TRADE ASSOCIATIONS, FOOD PROCESSING ORGANIZATIONS, END USERS AND AGENTS TO PROMOTE NATIONAL EXPOSITION OF FOOD PROCESSORS IN SAN FRANCISCO.

CAMPAIGN NO. 7, MINI-COMPUTERS AND PERIPHERALS

PROJECT OBJECTIVES

1. 25 TOS

2. 4 BSPS

3. MOUNT MAJOR EXHIBITION AT LTC. (JANUARY)

ACTIONS

BY SEPTEMBER 31

1. RECRUIT 1 BSP.

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2. DEVELOP 5 TOS.

3. BEGIN DEVELOPMENT OF LISTS FOR JANUARY LTC SHOW.

BY DECEMBER 31

4. DEVELOP 5 TOS.

5. SPEND FIVE DAYS IN FIELD MAKING 4 MULTI-PURPOSE CALLS PER DAY IN CONNECTION WITH JANUARY LTC SHOW.

6. RECRUIT 1 BSP.

BY MARCH 31

7. MOUNT EXHIBIT AT LTC

8. DEVELOP 10 TOS.

9. RECRUIT 2 BSPS (PREFERABLY FROM AMONG NEW AGENTS SIGNED AT SHOW).

BY JUNE 30

10. DEVELOP 5 TOS.

L1. CONTACT ALL U.K. AGENTS WHO SIGNED ON NEW LINES AT JANUARY SHOW AND OFFER THEM EMBASSY AND LTC SERVICES.

CAMPAIGN NO. 8, NEW AUTOMATED AND LABOR SAVING AGRICULTURAL EQUIPMENT TECHNOLOGY AND ACCESSORIES.

(FIRST YEAR OF THREE)

PROJECT OBJECTIVES

DEVELOP MARKETING INFORMATION NEEDED FOR EFFECTIVE EXPLOITATION IN FY 1977 AND 78. JEEP IN JUNE TO TEST MARKET PLUS CATALOG SHOW PLUS VIDEO CASSETTE.

ACTIONS

BY SEPTEMBER 30

1. IDENTIFY TRADE BARRIERS IN THIS AREA.
2. EVALUATE ALREADY CONTRACTED MARKET RESEARCH.
3. ATTEND AND ANALYZE PRODUCTS DISPLAYED AT ROYAL AGRICULTURAL SHOW.
4. CONTACT TRAVEL INDUSTRY AND USIS TO PROMOTE ATTENDANCE AT CALIFORNIA AGRICULTURAL EQUIPMENT SHOW, TULARE, FEBRUARY 1976.
5. COMMERCE TO DEVELOP WITH USIS VIDEO CASSETTE ON TOPIC OF "NEW PRODUCTS AVAILABLE FROM U.S. IN AGRICULTURAL FIELD" FOR USE IN OUR SHOWS AND THROUGH COOPERATION WITH AGATTS OFFICE AT THEIR EXHIBITS THROUGHOUT THE YEAR.
6. ANALYZE MARKET RESEARCH THIS FIELD CONTRACTED IN FY 1975.

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BY DECEMBER 31

7. MOUNT CATALOG SHOW AT SMITHFIELD AGRICULTURAL SHOW LONDON, DECEMBER.

8. DEVELOP POTENTIAL AGENTS AND DISTRIBUTORS LIST BASED ON MARKET RESEARCH AND FALL OUT FROM CATALOG SHOW.

BY MARCH 31

9. CONTACT 25 NEW POTENTIAL DISTRIBUTORS OR AGENTS AND OFFER TOPS AND USTC SERVICES.

10. SUBMIT RECOMMENDATIONS FOR EXPLOITATION OF THIS THEME IN FY 77 AND 78.

11. SUBMIT PTR ON ONE SUB-CATEGORY IN THIS FIELD.

BY JUNE 30

12. STAGE JEEP SHOW AT USTC

13. PREPARE REPORT ON KEY COMPETITORS IN THIS FIELD.

14. PREPARE EXPLOITATION PLAN FOR U.S. SHOWS PICKED

BY USDOC FOR FY 77 SUPPORT.

NEW REQUIREMENT ON USDOC

CAMPAIGN NO. 9, PROCESS CONTROL EQUIPMENT: ENERGY RELATED (FIRST YEAR OF PROJECTED THREE)

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PROJECT OBJECTIVES

1. DEVELOP MARKETING INFORMATION NEEDED FOR EFFECTIVE PROMOTION IN FY 1977 AND 78.

ACTIONS

BY SEPTEMBER 30

1. ANALYZE WITH PRECISION PARAMETERS OF MARKET, AND EXISTING BARRIERS TO FUTURE U.S. EXPLOITATION.

2 USE MULTIPLE RESEARCH CONTRACT FOR MARKET RESEARCH THIS AREA.

BY DECEMBER 31

3. SUPERVISE AND EVALUATE MARKET RESEARCH.

4. PROMOTE ATTENDANCE AT INTERNATIONAL ENERGY ENGINEERING SHOW, CHICAGO, NOVEMBER 1975. (INITIAL CONTACTS MADE IN SPRING).

5. DEVELOP POTENTIAL AGENT AND DISTRIBUTOR LIST.

BY MARCH 31

6. SUBMIT REPORT EVALUATING TRADE PROMOTION VEHICLES

AVAILABLE TO US IN FY 1977 AND 78.

7. SUBMIT ONE PTR ON SUB-CATEGORY IN THIS FIELD.

BY JUNE 30

8 SUPPORT ONE SPECIALIZED TRADE MISSION IN THIS

FIELD.

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9. SUBMIT REPORT ON CONSTRAINTS (FINANCING, ETC)

EXISTING IN U.K. IN THIS FIELD AS WELL AS ONE

ANALYZING KEY COMPETITORS.

NEW REQUIREMENT ON USDOC

CAMPAIGN NO. 10, FOLLOW UP ON SECURITY EQUIPMENT

PROJECT OBJECTIVES

TO ENSURE THAT CONTACTS MADE DURING FY 75 CAMPAIGN ARE
FULLY EXPLOITED AND TO ASSIST DEVELOPMENT OF AGENCY
RELATIONS MADE DURING THAT CAMPAIGN.

ACTION

BY SEPTEMBER 31

1. ANALYZE LISTS DEVELOPED DURING CAMPAIGN AND OTHER
INFORMATION AND DEVELOP CONTACT PROGRAM LEADING
DURING REMAINDER OF YEAR TO 20 TOS AND THE SOLICITATION
OF 10 BSPS BY THE USTC STAFF. THESE LATTER INSO FAR AS
POSSIBLE TO BE RECRUITED FROM AMONG NEW AGENTS DEVELOPED
DURING LTC SHOW.

CAMPAIGN NO. 11, FOLLOW UP ON AUTOMATED BUSINESS EQUIP-
MENT

PROJECT OBJECTIVES

TO ENSURE THAT CONTACTS MADE DURING FY 75 CAMPAIGN ARE
FULLY EXPLOITED AND TO ASSIST DEVELOPMENT OF AGENCY
RELATIONS MADE DURING THAT CAMPAIGN.

ACTION

BY SEPTEMBER 30

1. ANALYZE LISTS DEVELOPED DURING CAMPAIGN AND OTHER
INFORMATION AND DEVELOP CONTACT PROGRAM LEADING
DURING REMAINDER OF YEAR TO 20 TOS AND THE SOLICI-
TATION OF 10 BSPS BY THE USTC STAFF. THESE LATTER
INSO FAR AS POSSIBLE TO BE RECRUITED FROM AMONG NEW
AGENTS DEVELOPED DURING LTC SHOW.

END CAMPAIGNS IN CCP

2. INTERFACE BETWEEN USIS AND USTS COUNTRY PLANNING
DOCUMENTS AND CCP IN PROGRESS AS NOTED ABOVE AND WILL
BE FULLY INTEGRATED BY FINAL SUBMISSION COVERING NON-
CAMPAIGN ACTIVITIES.

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3. SEPARATE CABLE WILL FOLLOW CONFIRMING EVENTS SCHEDULED REVISIONS RESULTING FROM PREPARATION OF THIS CCP, AFTER COMPLETION POST CHECKS FOR CONFLICTS.

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